

Victor Araujo

Salesforce Developer

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Profile Summary

Salesforce Developer and project management enthusiast with experience in global consultancies and large-scale projects across sectors such as finance, telecommunications, healthcare, and retail. I possess strong technical knowledge and various Salesforce clouds, alongside skills in process mapping and leadership in multicultural environments. With solid competencies in development life cycle, communication, and problem-solving, I am committed to contributing strategically to solutions that optimize processes and enhance user experiences.

Education

MBA in Solution Architecture
FIAP, 2021- 2022

Electrical Engineering
FMU, 2015- 2019

Salesforce Certifications

- Platform Developer I & II
- Platform App Builder
- JavaScript Developer I

Key Knowledge Summary

Development Tools & Technologies

Front-end: VisualForce, Aura Components, Lightning Web Components.

Back-end: APEX, SOQL, SOSL, Automation Tools.

Data Manipulation: Data Import and Export, Schema Builder, Data Loader.

Integration: REST/SOAP APIs, Heroku, Mulesoft, Salesforce Connect, Mulesoft.

DevOps: Git, Workbench, Ant Migration Tool, Azure DevOps, Jenkins.

Project Management

Methodologies: Agile (Scrum, Kanban), Waterfall.

Planning and Documentation: Process mapping, defining customer journeys, creating User Stories, and user adoption strategies.

Management Tools: Miro, Figma, Jira, Trello.

Stakeholder Collaboration: Aligning with clients and teams to identify requirements and map business processes.

Soft Skills: Collaborative, Effective Communicator, Resilient, Empathetic, Proactive, Conflict Resolver, Solution-Oriented.

Salesforce Platforms

Tools: Einstein AIs, CRM Analytics, Field Service, OmniStudio, Salesforce CPQ, Identity Resolution, Email Studio, Business Manager, Journey Builder, Omnichannel.

Clouds: Sales, Service, Commerce, Experience, Marketing, Financial, and Data.

Architecture: Integration, Data, Sharing and Visibility, Development Lifecycle, Identity and Access, B2B and B2C Commerce.

Business Domain

Insurances, Know Your Customer, Onboarding, Payment Acquiring, Telecommunications, Energy and Utilities, Retail, Communications, Public Safety Technology, Consumer Health Products.

Languages

- | | |
|--------------|--------|
| • Portuguese | Native |
| • English | Fluent |
| • Spanish | Good |

Experiences Summary

Cognizant | Salesforce Developer | Feb 2024 – Present

KYC/Onboarding Team, Bank in the UK

Conducted screen enhancements, flow maintenance, code optimization, and developed Lightning components to improve user experience in Risk Assessment processes.

Impact: Enhanced user experience in evaluation processes and increased operational efficiency.

Technologies: Financial Services Cloud, KYC and Onboarding Data Model

Insurance Division of a Bank, Spain

Assisted in developing a new feature called Welcome Call for call center operators and sales teams, defining workflows and designing screen journeys.

Impact: Increased effectiveness in customer service and streamlined new customers management.

Technologies: Financial Services Cloud, Digital Experience Sites

Codewin | Salesforce Developer | Mar 2022 – Oct 2023

Luxury Outlet Management Company, UK

Completed the Hands-Free Shopping service, integrating Visualforce Pages and Lightning Web Components for a personalized and secure shopping experience.

Impact: Facilitated a convenient shopping experience for high-income clients.

Technologies: Visualforce Pages, Aura Components, Identity Resolution

Security Solutions Technology Company, USA

Collaborated with architects and UX to map business processes and develop PoCs that enhanced org scalability in line with Salesforce best practices.

Impact: Implemented a more scalable and organized structure aligned with best practices.

Technologies: Miro, Figma, Org Health Checker

Wipro | Salesforce Developer | Sep 2020- Feb 2022

Media and Information Company, USA

Developed Lightning Web Components and customized Experience Cloud, as well as created email templates for marketing campaigns.

Impact: Optimized marketing communication and improved user experience through tailored customizations.

Technologies: Experience Cloud, Email Studio

Retail Healthcare Company, USA

Contributed solutions for both B2B and B2C, configuring data visibility and developing Lightning components and automations for legacy system integration.

Impact: Facilitated data management and improved workflow between teams.

Technologies: Commerce Cloud, Business Manager, Order Management

Payment Solutions Bank Subsidiary, Brazil

Developed a Savings Simulator application for sales executives, utilizing Lightning Web Components, with complex calculations and external system integrations.

Impact: Increased accuracy in financial proposals, allowing comparisons of rates and facilitating decision-making.

Technologies: Lightning Web Components, CSS, JavaScript

Deloitte | Salesforce Developer | Mar 2019- Aug 2020

Telecommunications Operator, Brazil

Developed a customer search component and configured Omnichannel and chatbots to enhance customer support.

Impact: Improved user experience with quick data searches and automated support.

Technologies: Omnichannel, Omnistudio, Data Lake

Energy Operator, Italy

Participated in maintaining processes for customer service and sales, focusing on optimizing incident handling and technical service requests.

Impact: Enhanced agility in resolving technical issues in customer support.

Technologies: Lightning Web Components, Apex, Omnichannel